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NOV 13 2008

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Appl. No.: **10/749,110**

Applicants: **Chad LESTER, et al.**

Filed: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

TC/A.U.: **2146**

Examiner: **Willow W. Noonan**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office Action mailed on July 15, 2008 (Paper No. 20080702), which set a period for response to expire on October 15, 2008, that period being extended one (1) month to expire on November 15, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.

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